



**KENNETH A. ADLER**  
**Partner and Chair, Technology and Outsourcing Practice Group**

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Kenneth Adler specializes in complex global and domestic outsourcing and technology transactions. With over 20 years of experience, his practice includes drafting and negotiating all types of outsourcing and technology agreements, including business process and information technology outsourcings. He has significant experience addressing the creation of, and strategies relating to, multi-sourced environments, as well as renegotiation and termination of existing outsourcing agreements.

Mr. Adler regularly assists clients with respect to outsourcing strategies, including to near-shore and off-shore destinations, and emerging outsourcing locales. His practice also includes advising clients on data security and privacy matters, and all facets of technology transactions and sourcing, including with respect to e-commerce, information technology, emerging technologies, telecommunications and computer law, and on related intellectual property, privacy and data security issues.

Mr. Adler represents financial institutions, insurance companies, accounting firms, healthcare companies and technology companies in large-scale, complex outsourcing and technology sourcing, licensing and system development and integration agreements. He has completed numerous BPO and ITO transactions for major financial services, healthcare and insurance entities, including outsourcings related to infrastructure (including data center, desktop, help-desk, telecommunications and networks), applications development and maintenance, call center, hosting, co-location, claims processing, securities and banking back-office functions, human resources, finance and accounting, logistics, real estate and facilities management.

#### **Practice Areas**

- Technology and Outsourcing
- Advanced Media and Technology
- Emerging Media
- Energy
- Intellectual Property
- Privacy, Security and Data Optimization



### Prior Experience

Prior to joining Loeb & Loeb LLP, Mr. Adler was the Chair of the Outsourcing Group at Thelen Reid Brown Raysman & Steiner LLP.

### Publications/Speeches

- Co-author, Outsourcing: U.S., Outsourcing: The Law and Leading Lawyers Worldwide, PLC Outsourcing Handbook (2010 Edition)
- Speaker, Cloud Computing: Contracting for the Silver Lining, International Association of Outsourcing Professionals 2010 Outsourcing World Summit, Lake Buena Vista, Florida (February 16, 2010)
- Speaker, Outsourcing in Today's Economy, IAOP New York Chapter Meeting, New York, New York (May 2009)
- Panelist, Sourcing Interests Group 35th Global Sourcing Summit, Baltimore, Maryland (April 2009)
- Co-author, Outsourcing: U.S., Outsourcing: The Law and Leading Lawyers Worldwide, PLC Cross-border Handbooks (2009 Edition)
- Speaker, How to Create and Implement a Successful Transition Plan, Sourcing Interests Group (September 2008)
- Co-author, Software as a Service: What Every Buyer Needs to Know, Inside Sourcing Newsletter (June 2008)
- Panelist, BPO Lawyer's Panel: Will a Provider Eat Your Lunch?, Gartner Outsourcing Summit (May 2008)
- Speaker, Outsourcing Challenges: Crisis Management and Avoidance, PLI: Information Technology Law Institute (March 2008)
- Co-author, White Paper, Remediation and Relaunch: Putting an Outsourcing Deal Back on Track (December 2007)
- Co-author, IP Rights for the Next Wave of HRO, HRO Today (September 2007)
- Moderator, The People Factor, Culture and Chemistry in Outsourcing Relationship Management, Outsourcing Institute Roadshow (June 2007)
- Speaker, Intellectual Property Rights Revisited: Translating the "Mumbo-Jumbo" Into Business Reality, Sourcing Interests Group (May 2007)



- Speaker, Top 10 Intellectual Property Considerations for Transactions in India, Atlas Legal, Tax and Financial Strategies for Structuring Investments in India (April 2007)
- Panelist, Pricing Trends in BPO, Gartner Outsourcing Summit (March 2007)
- Co-author, Outsourcing: U.S., Outsourcing: The Law in Key Jurisdictions Worldwide, PLC Cross-border Handbooks (2006-2007)
- Speaker, Outsourcing Contracting for Success, Outsourcing Institute Roadshow (December 2006)
- Speaker, Outsourcing Project Initiation Through Contracting, Sourcing Interests Group (May 2006)
- Co-author, Intellectual Property Licensing: Forms and Analysis (updated semi-annually)
- Panelist, Auto Identification Technologies (Bar Coding, RFID and Other Approaches), TCBI Inaugural Summit on Healthcare Identification & Tracking (December 2005)
- Author, Swimming in the Patent Pools, RFID Product News (November 2005)
- Author, The Next Level, American Executive (October 2005)
- Author, RFID & Privacy Issues: A Snapshot of Proposed Laws, RFID Product News (September 2005)
- Author, RFID - Where There's Reward, There's Risk, LifeSciTech (2005)
- Speaker, Capturing the Value-Add of a Mid-Tier Service Provider, Sourcing Interests Group (May 2005)
- Moderator, Emerging Technologies: RFID in the Pharmaceuticals Industry, Interphex, New York (April 2005)

#### Media Mentions

- IT Outsourcing: Why You Need to Reengineer Your SLAs By Stephanie Overby, *CIO Magazine*

#### Affiliations

- Member, LISTNet (Long Island Software and Technology Network)
- Member, New York State Bar Association
- Member, Association of the Bar of the City of New York



KENNETH A. ADLER  
PARTNER

### Distinctions

- Executive Advisory Committee, Cloud Computing Chapter of IAOP
- Named in *PLC Which Lawyer?*, as Recommended in Outsourcing (2009-2010 editions)
- Named in *PLC Which Lawyer?*, as Recommended in Information Technology (2009)
- Named in *Who's Who Legal International: Internet and E-Commerce*, published by Law Business Research Limited (2009)
- Named in "*Chambers USA, America's Leading Lawyers for Business*," in National Outsourcing, (2007-2009 editions)
- Named in "*Chambers USA, America's Leading Lawyers for Business*," in New York Technology & IT Outsourcing, (2007-2009 editions)
- Named in "*Chambers Global, The World's Leading Lawyers for Business*" in United States of America Outsourcing (2010 edition)
- Named "New York Super Lawyer" in Information Technology/Outsourcing and Intellectual Property by *Law & Politics* (2006-2009)

### Education

George Washington University Law School, J.D., 1986  
Union College, B.S., 1983, *cum laude*

### Bar Admissions

New York  
New Jersey

### Court Admissions

U.S. District Court for the Eastern District of New York  
U.S. District Court for the Southern District of New York

## Brian Walker – Managing Director



- » Brian has been successful in growing profitable IT service portfolios serving the energy and utilities marketplace (with global P&L of \$200M) for over 20 years.
- » He has deep expertise in outsourced infrastructure, outsourced application, and transformational consulting.
- » Brian also has a proven track record in executing sustainable growth strategies serving large, sophisticated clients, with CxO credibility to the Fortune 5 level. He has a unique combination of Big-4 transformational consulting, Tier-1 IT outsourcing, and Fortune 40 IT executive leadership.
- » Brian is an expert at transforming while operating – as a consultant, as an outsourcing provider, and as an IT executive – producing measurable, durable improvements to financial and operational performance.

### **Career Synopsis:**

- » Marathon Oil, Outsourcing Client: Emphasis in Global IT service management, Multi-vendor governance and Operational transformation
- » EDS and Tiova, Outsourcing Provider: Emphasis in IT outsourcing, Commercial turnaround / transformation and Business development and growth
- » Accenture, Capgemini, and Sapient, Transformational Consulting Partner: Emphasis in Complex transformational consulting for energy and utilities clients, Organization and process development and IT systems development and deployment

### **Education:**

- » Masters: Business: Texas A&M University (College Station, Texas)
- » Bachelors: Petroleum Engineering: Texas A&M University (College Station, Texas)